

Message Text

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PAGE 01 THE HA 04248 221609Z

47

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 221548Z AUG 75
FM AMEMBASSY THE HAGUE
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USDOC WASHDC

UNCLAS THE HAGUE 4248

USDOC FOR BIC/OIM/MRD CODE 214

E.O. 11652: N/A
TAGS: BBSR, NL
SUBJ: GLOBAL MARKET RESEARCH; BID REQUEST, BUILDING
PRODUCTS AND CONSTRUCTION EQUIPMENT

EF: A. USDOC 11173; B. STATE A-4507

1. WE CONTACTED SIX FIRMS RE SUBJECT STUDY. THREE WERE
NOT INTERESTED, ONE WAS TOO BUSY, ONE CONSIDERED FEE
TOO LOW, AND ECOPLAN SUBMITTED BID, COPIES OF WHICH
AIRMAILED LAST WEEK TO COMMERCE.

2. AS RESULT DISCUSSIONS WITH ECOPLAN, WE BELIEVE IT DOES
NOT HAVE CAPABILITY OF UNDERTAKING SATISFACTORY STUDY.
SO-CALLED THREE-MAN RESEARCH TEAM (SEE PARA 6/8 OF ECONPLAN'S
BID, DATED AUGUST 14, 1975) MADE UP OF VAN DER MEER WHO HAS
SO FAR DONE SOCIAL STUDIES ONLY, OSWALD STUDIED
PSYCHOLOGY, AND LEFFER IS FORMER JOURNALIST AND PUBLIC
RELATIONS MAN. NONE IS COLLEGE GRADUATE. ECOPLAN COMPLETED
IN FEBRUARY 1974 A SURVEY OF PLASTICS IN THE BUILDING
INDUSTRY OF WEST GERMANY. A QUICK REVIEW OF STUDY
SHOWED IT TO BE TOO GENERAL AND NOT REPEAT NOT
ORIENTED TO MARKET PENETRATION.

3. BECAUSE OF ABOVE, WE HOPE RESEARCH FIRMS IN OTHER
COUNTRIES HAVE SUBMITTED BIDS WHICH INCLUDED NETHERLANDS.
BROWN

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PAGE 02 THE HA 04248 221609Z

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NNN

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